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GAME INFORMER MAGAZINE Mailing List

The Best Kept Secret in Video Games Game Informer Magazine has the highest paid circulation of any other games magazine. Subscribers are active gamers who are influenced by Game Informer's game reviews and exclusive stories. Readers are teens as well as young adults who spend an average of 14 hours per week playing video games on the personal computer, Sony PlayStation, PlayStation 2, Nintendo 64, Game Cube, GameBoy, Microsoft Xbox, and Sega Dreamcast systems. As true enthusiasts, they own the latest in gaming hardware and software, with purchases of over 12 games in a year.

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DESCRIPTION

The Best Kept Secret in Video Games


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Additional Charges:

Game System @ \$10/M

Game Informer readers are in homes with an

POPULARITY:	96
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	STANDARD PROVIDER
GEO:	USA






SELECTS

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AGE	NO CHARGE
AREA OF INTEREST	NO CHARGE
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GAME SYSTEM	\$10.00/M
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SCF	NO CHARGE
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average household income of \$67,300. Over 53% of readers own multiple games systems with over 86% owning a multimedia PC system. Over 87% are regular on-line users, spending an average of over 9 hours per week on the Web and on popular online services. These consumers also view other electronic gaming and pc magazines to fulfill their gaming interests.

Subscribers represent a group of early adopters who enjoy the 'fun' that is delivered by consumer electronics and PC-related products. They either make or greatly influence purchasing decisions at home to keep family entertainment activities at the cutting edge.

System Ownership:






86% PC
75% PlayStation 2
58% Game Boy Advance
53% PlayStation
50% GameCube
50% Nintendo 64
44% Microsoft XBox
35% Game Boy Color
53% Multiple Systems

Re-uses must be submitted for clearance prior to mailings.

A \$50/F fee incurred on canceled orders. This fee is in addition to any applicable run charges \$12.50/M, and processing fees. Orders canceled after mail date are due in full.

Updated quarterly.

GAMING ENTHUSIASTS

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-  XBOX CONSOLE BUYERS
- EXPERIAN CONSUMERVUE
-  ATTITUDINAL AND BEHAVIORAL - BEHAVIORBANK
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